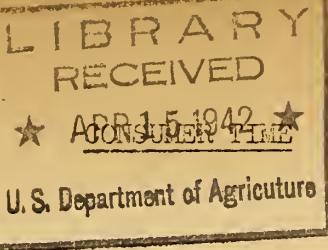


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



R-42

Reserve

NETWORK: NBC

DATE: April 11, 1942

ORIGINATION: WRC

TIME: 12:15 - 12:30 AM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with United States Government
agencies working for consumers.

0000000

1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER.

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER.

5. JOHN: That's your money paying for a home.

6. SOUND: CASH REGISTER.

7. NANCY: That's your money buying clothes . . .

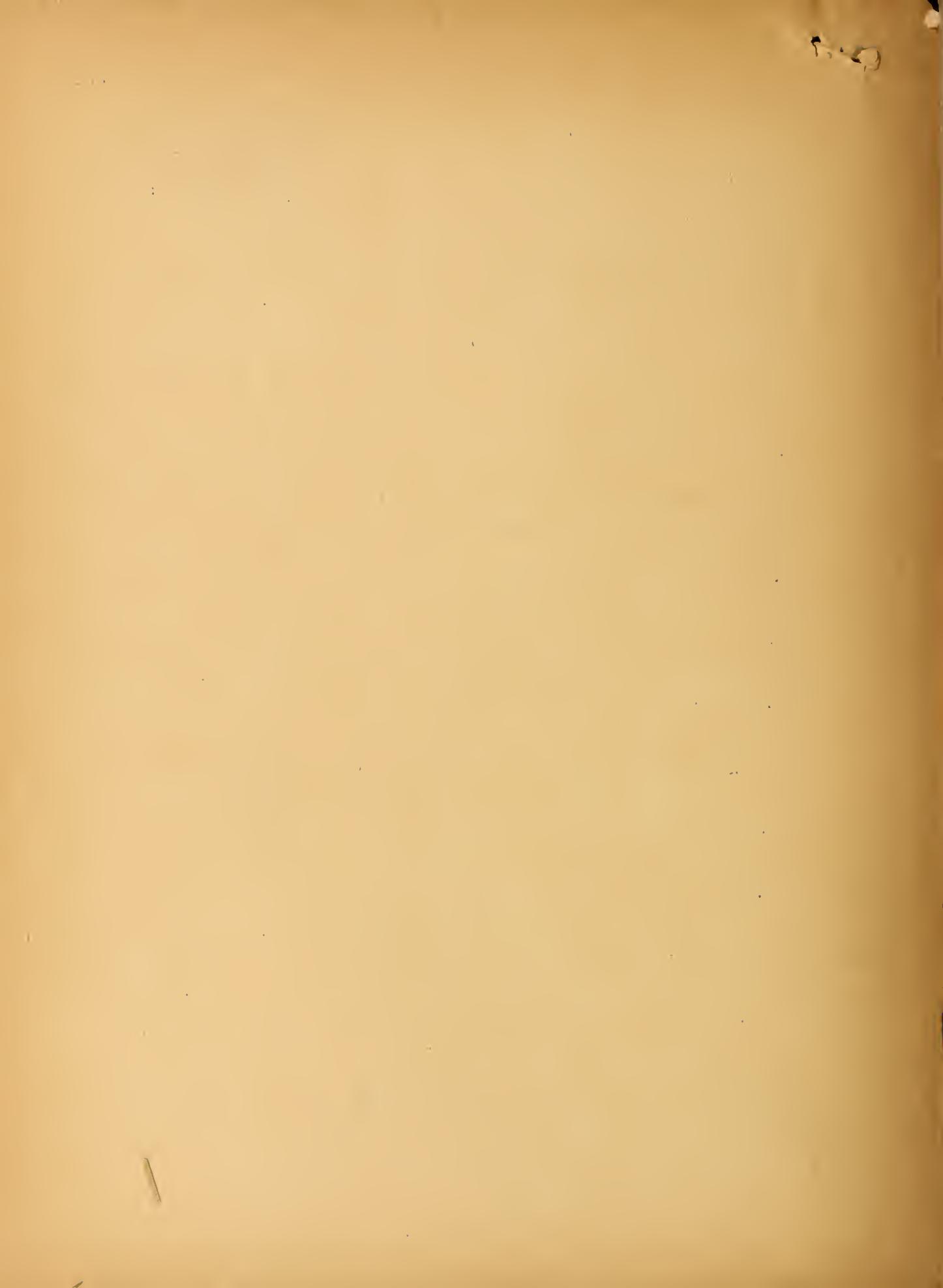
8. JOHN: Buying you a living in wartime.

9. SOUND: CASH REGISTER - CLOSE DRAWER.

10. NANCY: Are you helping to win the war . . . spending your
money wisely . . . wasting nothing . . . saving every
penny you can?

11. ANNOUNCER: Each week at this hour CONSUMER TIME brings us the
facts that will help us make our pennies and dollars
work for war . . . and buy the strength and health

(MORE)



and courage we need for victory.

This program is produced by the Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with United States Government agencies working for consumers.

And now here's your Consumers' Counsel in person - armed with the facts - Donald Montgomery!

12. MONTGOMERY: Greetings, all of you. And here too is your own consumer representative - that smart young housewife, Mrs. Evelyn Freyman.

13. FREYMAN: And I'm armed with lots of questions, Mr. Montgomery - from consumers all over these United States.

14. MONTGOMERY: Well, I think we're ready for you. You know my two reporters here - Nancy Ordway -

15. NANCY: Hello.

16. FREYMAN: Hello, Nancy.

17. MONTGOMERY: And Johnny Flynn ---

18. JOHN: Mrs. Freyman.

19. FREYMAN: Morning, Johnny. And now, Mr. Montgomery - what's the most important news bulletin for us consumers?



20. MONTGOMERY Victory gardens head the list. Perhaps you've heard that the Government wants a lot of Victory gardens this year.
21. FREYMAN: Yes, but I don't quite understand why. We all had plenty of food last year.
22. MONTGOMERY: Did we?
23. FREYMAN: Why, sure. Everybody I know got along all right.
24. MONTGOMERY Oh? Hear about Jim Burnett?
25. FREYMAN: Who's Jim Burnett?
26. MONTGOMERY: Oh, just one of thousands of young fellows in this country. A few months ago, Jim Burnett was standing on a railroad platform in a southern town.
27. SOUND: RAILROAD TRAIN OFF, APPROACHING.
28. CAST: (SLIGHTLY OFF MIKE) (AD LIB GOODBYES) So long, Jim! Give the Japs a slap for me, will you? (ETC.)
29. JIM: (LOUD) Okay! So long, fellows! G'bye, Pete!
30. MOTHER: (ON MIKE) Jim, dear ---
31. JIM: (MORE QUIETLY) G'bye, Ma. Now - don't cry - will you?
32. MOTHER: No, I won't dear, I won't.
33. FATHER: We're expectin' big things o' you, son. If you tote a rifle as handy as you tote the hoe on that south acre ---



34. JIM: Reckon I'll have the enemy all laid out in rows, huh?
(LAUGHS)

35. SOUND: TRAIN PULLS UP TO A STOP.

36. MOTHER : Jim! Jim - you better get on!

37. JIM: Well - g'bye ---

38. MOTHER : Now be careful - ridin' on the train!

39. JIM: Shore -

40. FATHER: Remember, son - we're countin' on you to win this war.

41. JIM: Okay, Pa. I'll do my best.

42. CONDUCTOR: All aboard!

43. JIM: So long, fellows! G'bye!

44. CAST: FADE OFF AD LIES.

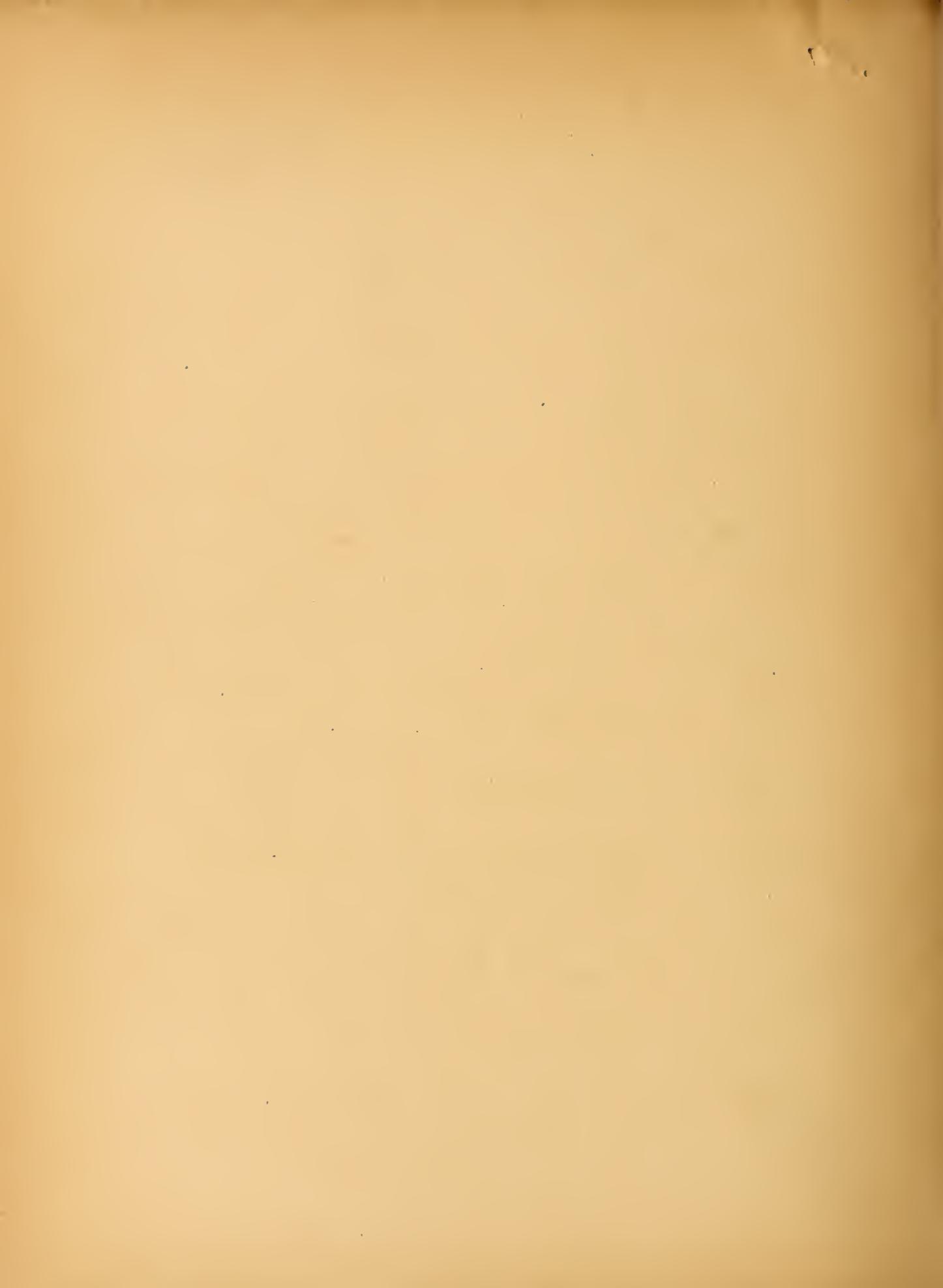
45. SOUND: TRAIN STARTS UP. (CRESCENDO) THEN SEGUE INTO REGULAR CLACKETY-CLACK OF WHEELS.

46. JIM: Gee - goes sort o' fast, don't it?

47. STEVE: What? Oh - the train? Yeah - it does sort of tear along. Seems a lot faster than riding in a plane.

48. JIM: You've ridden in a airplane?

49. STEVE: Oh, just a couple of trips. Enough to give me the bug. Hope I can make the Air Corps.



- 50.. JIM: So do I.
- 51: STEVE: Cigarette?
52. JIM: Gee - thanks. I never smoked one o' these here afore.
53. STEVE: Never smoked one!
54. JIM: I mean - ready made - in packages.
55. STEVE: Oh - roll your own, huh?
56. JIM: Yeah. You see, we grow tobacco.
57. STEVE: (IMPRESSED) You do! Say, that must be wonderful - to go right out in your own yard and pick a cigarette.
58. JIM: Crikey! Never thought about it thataway. Uh - how do they call you?
59. STEVE: Steve. Steve Blane.
60. JIM: I'm Jim Burnett.
61. STEVE: Glad to meet you, Jim.
62. JIM: Me too. We'll win this war together - huh, Steve?
63. STEVE: You bet we will!
64. SOUND: TRAIN WHEELS UP, HOLD, AND FADE INTO --- HIGH, SUSTAINED METALLIC NOTE. VOICES COLD THROUGH IT.
65. DOCTOR: James Burnett. Weight - one hundred sixty-four.

66. ORDERLY: Weight - one hundred sixty-four.
67. DOCTOR: Height - five feet, nine inches.
68. ORDERLY: Height - five feet, nine inches.
69. SOUND: NOTE UP, VIBRANT. THEN FADE, AS DULL THUMPING SOUND
COMES IN - AS HEARD BY PERSON WHOSE CHEST IS BEING
THUMPED BY DOCTOR WITH STETHESCOPE. THUMPING STOPS
70. DOCTOR: All right, boy. You can put your clothes on. You're One-B.
71. JIM: One-B!
72. DOCTOR: Sorry. We can't use you.
73. JIM: But Doc - I can sling a hundred-pound sack o' meal over my shoulder an' walk a mile with it.
74. DOCTOR: Yes, but ---
75. JIM: I ain't no Paul Bunyan, but I can outswing anybody you can name with a axe.
76. DOCTOR: (KINDLY) I know. You've got guts, and you're hard as nails, but you're One-B just the same.
77. JIM: Gee, Doc - I can't go back home! I can't!
78. DOCTOR: Come on - get dressed. I want to talk to you.
79. JIM: Crikey ---!

80. DOCTOR: Where is home, Jim?
81. JIM: Upstate, sir. Back in the hills.
82. DOCTOR: What do you do for a living?
83. JIM: Help my pa work four acres of tobacco - on shares.
84. DOCTOR: Tenant farmers?
85. JIM: Yes, sir, but ---
86. DOCTOR: How many in the family?
87. JIM: Oh, me - an' my brother an' two sisters. But Doc ---
88. DOCTOR: Mind telling me what you and your family eat?
89. JIM: Eat! Why, meal - molasses, and some meat.
90. DOCTOR: "The old three m's . . ."? Fat back - cornmeal - and molasses! But you can't live on a diet like that.
91. JIM: Reckon most ever'body 'round these parts does it, an' they been livin' here a right smart time.
92. DOCTOR: I mean - you can't live and be healthy.
93. JIM: You mean - that's what's wrong with me - the things I eat?
94. DOCTOR: The things you don't eat - lean meat, vegetables and milk and eggs ---
95. JIM: But we can't afford ---(STOPS, EMBARRASSED) That is ---

96. DOCTOR: I know you can't afford things like that - unless you grow them yourselves - or get them in trade from your neighbors. But - unless your land's too bad - you could at least grow some fruits and vegetables.
97. JIM: Well, we do get some greens in the summer - an' turnips.
98. DOCTOR: You ought to get some every day - winter and summer both. Greens - and tomatoes - and carrots. That's the kind of stuff that builds red-blooded soldiers.
99. JIM: An' if I'd et that stuff - 'stead o' the three m's - I'd be One-A?
100. DOCTOR: Yes, Jim, I think you would.
101. JIM: But, Doc - I didn't know. I --
102. DOCTOR: That's just the trouble. Most folks don't know. Well - so long, Jim. I'm sorry ---
103. JIM: But Doc - I can't go back home now. I came to fight. What'll the folks think? And Steve?
104. DOCTOR: Steve ---?
105. JIM: Steve Blane - that fellow who took his physical just afore me. We're buddies.
106. DOCTOR: Oh. Well, I think Steve will understand. You see, he's a One-B too.

107. JIM: A One-B! Steve?
108. DOCTOR: Mm-hm - same trouble - malnutrition.
109. JIM: But Steve's got money. He can buy the things he needs.
110. DOCTOR: And you've got land. You can grow them.
111. JIM: Crikey! If I'd only known ---
112. DOCTOR: Well, you know it now. Why don't you go back there and plant something besides tobacco?
113. JIM: You mean - if I start in right now - eatin' the right things - maybe I can build myself up to be One-A?
114. DOCTOR: Sure you can.
115. JIM: Well, gee, Doc! Gee, thanks! That's swell!
116. DOCTOR: Good luck, Jim. Hope I see you back here one of these days.
117. JIM: Me too. Crikey! I better get goin'!
- (PAUSE)
118. FREYMAN: (ON CUE) Was that story really true, Mr. Montgomery?
119. MONTGOMERY: Mrs. Freyman - that story is so true that it's waked America up to the horrible lack of good sound health in this country. Out of every hundred boys examined for the Army, fifteen have been found unfit for military service.

120. FREYMAN: Because of the food they've eaten?
121. MONTGOMERY: Because of the food - or lack of it. Now do you see the importance of Victory gardens?
122. FREYMAN: I certainly do.
123. MONTGOMERY: Plenty of the right kinds of food is one of the things that's going to win this war. We've got to build people's muscles - see that they have plenty of good red blood. We need everybody hard at work - people who can stay at work. And we need the right kind of meals for that.
124. FREYMAN: Well - then I guess everybody in this country had better start planting things in his backyard.
125. MONTGOMERY: No, that's just what we don't want, Mrs. Freyman - everybody digging up his backyard. We've got to garden with sense. We haven't any seed to waste - or any machinery either.
126. FREYMAN: Then who should plant a garden?
127. MONTGOMERY: All the farmers - and everybody else who really knows how. All people who have been gardening should increase their gardens if they can. Schools and communities that have land - good land - should plant cooperative gardens.
128. FREYMAN: Well, what about me? My husband knows how to grow vegetables. Should we dig up our yard?

129. MONTGOMERY: That depends. If you live in the city, it's ten to one that the ground around your house is filled in with what was dug out of your basement. And if so, it's not very good for growing things ---

130. FREYMAN: But I don't live in the city. I live out on the edge of town ---

131. MONTGOMERY: Well, suppose I turn you over to Johnny Flynn here. He's been rounding up the facts on gardens. Johnny - want to take over?

132. JOHN: Okay. And I think I can suggest one test for good soil, Mrs. Freyman.

133. FREYMAN: What's that?

134. JOHN: Notice whether the weeds grow well in it or not. If your land is well drained and is raising a good weed crop, that's a sign that the soil is probably worth working.

135. FREYMAN: So if my back yard has good soil in it, I should have a garden?

136. JOHN: Not necessarily. There are other things you ought to think about before you decide to have a garden.

137. FREYMAN: Such as?

138. JOHN: First, you want to be sure you know how much seed you can use with good results. We can't afford to waste seed this year.

139. FREYMAN: How much do I need?

140. JOHN: Well, that depends on what you can and should grow.

Here - I have a magazine that will help you ---

141. FREYMAN: Oh - "Consumers' Guide." I practically live by that magazine.

142. JOHN: Have you seen this Victory Garden issue?

143. FREYMAN: No, I don't believe so.

144. SOUND: THUMBING THROUGH PAGES.

145. JOHN: Well, here - on page nine. See - it gives directions for planting different things ----

146. FREYMAN: Oh - how far apart - and when you should plant them - and how far down Say, this is grand!

147. JOHN: And look over here. It tells just what things you ought to plant in a small garden - and how much seed to buy.

148. FREYMAN: Why, this "Guide" is just what I need!

149. JOHN: You'll find lots of good stuff in it.

150. FREYMAN: Let me see.....

151. SOUND: THUMBING THROUGH PAGES.

152. FREYMAN: Why, there's pictures of the different kinds of vegetables - and fruits and berries . . . and information on fertilizer - and insect control.

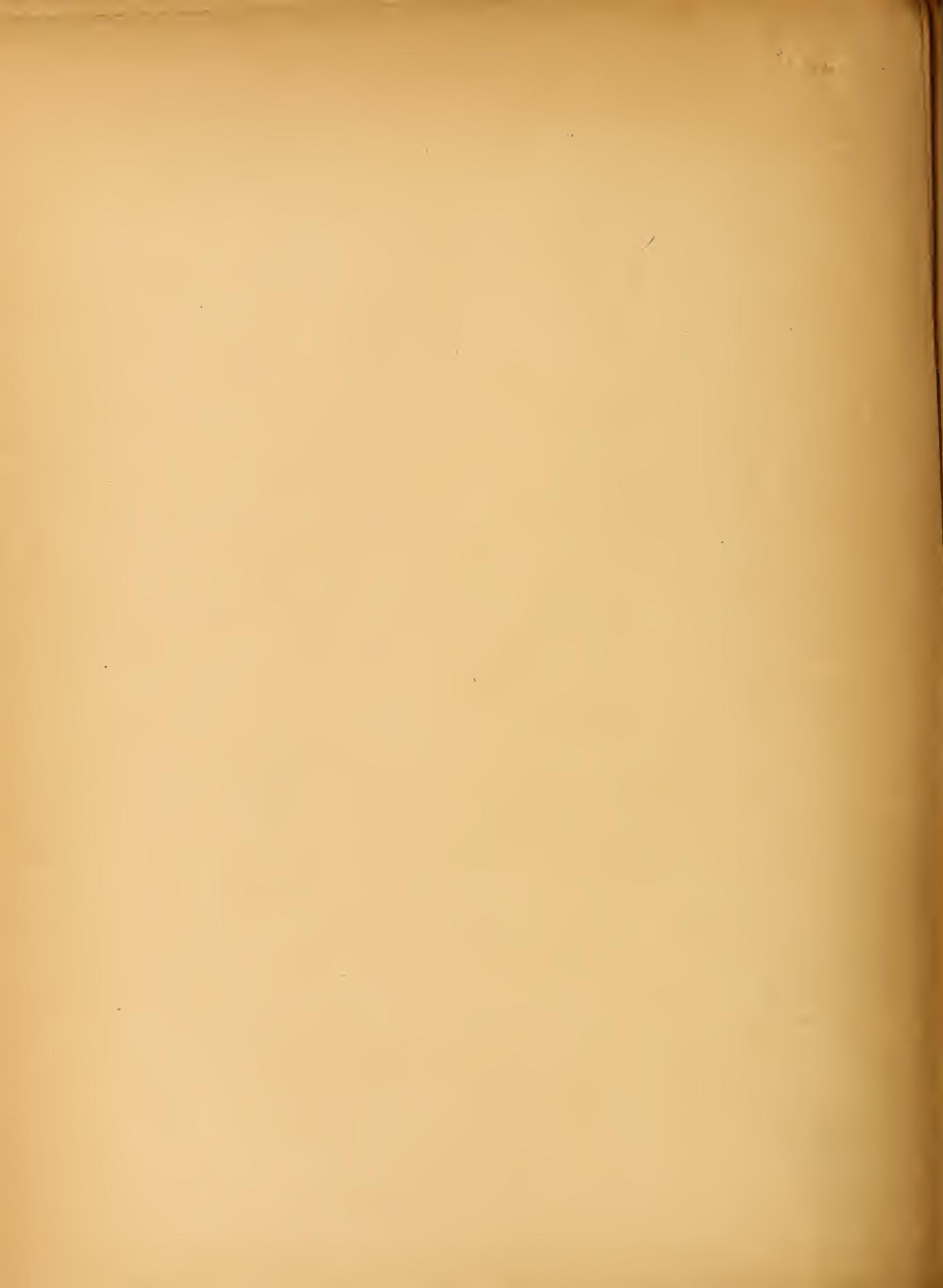
153. JOHN: Try page ten ---

154. FREYMAN: (LAUGHING) Oh - how funny!
155. JOHN: Those cartoons may look funny, but there's a good reason behind every one of them.
156. FREYMAN: So I see - "A Dozen Don'ts for Gardeners." These are wonderful.
157. JOHN: There isn't time to read them all, Mrs. Freyman. But you'd better notice number twelve.
158. FREYMAN: "Don't let anything go to waste."
159. JOHN: That's the one. You see, if you follow all the other don'ts on this page, you may find your garden growing more food than you can eat. If so, don't waste any. Can it for the winter.
160. FREYMAN: Oh. As the American said to the Englishman - "We eat what we can, and can what we can't."
161. JOHN: Right. And what we can't can, we give to our neighbors - American and British both.
162. FREYMAN: But what if our neighbors have more food than they can use, Johnny?
163. JOHN: Then you might all get together and form a community food preservation center.
164. FREYMAN: You mean a canning center?

165. JOHN: Not only canning but pickling and drying them - then there are a number of ways to preserve foods.
166. FREYMAN: And we'll be able to get all the things we need for canning? Like rubber jar rings?
167. JOHN: We'll tell you all about that on another program, Mrs. Freyman. The main thing is, you ought to start planning with your home demonstration agent or home economics teacher right now - so you'll be all ready to go soon as things get ripe.
168. FREYMAN: And don't let any food go to waste.
169. JOHN: That's the main idea. As Secretary of Agriculture Wickard says - food can win this war, and food can make the peace - and it's up to us on the home front to see that it does.
170. FREYMAN: Well, you've given me plenty of pointers, Johnny, to show me how. Mind if I keep this copy of "Consumers' Guide"?
171. JOHN: Well, I'd sort of like to keep that one myself. But you can write in for a copy, if you like.
172. FREYMAN: To the Consumers' Counsel - Department of Agriculture - Washington, D. C.?
173. JOHN: That's the place. We had to print an extra supply - this Victory garden issue is so popular.
174. FREYMAN: Guess I'd better write in today.

175. MONTGOMERY: Guess you had, Mrs. Freyman. And now we'd better get along to the second bit of headline news for consumers today - coal.
176. FREYMAN: How's the coal supply holding out, Mr. Montgomery? Are we short on that, as we are on so many things we need for victory?
177. MONTGOMERY: No, the big problem on coal is transporting it. And that problem's going to get worse next fall, when our railroads and steamboats and trucks are hauling more war supplies. That's why your Government's asking you to buy coal now.
178. FREYMAN: That's the one thing they do want us to buy up in large quantities.
179. MONTGOMERY: Right. The more coal you store away now, the greater service you'll be doing your country. And you'll be doing yourself a service too - by making sure you have heat next fall, when you need it.
180. FREYMAN: If I don't buy coal now, is there any chance I won't be able to get it next fall?
181. MONTGOMERY: There may be. War needs come first, and production plants will be using from fifty to seventy-five million tons more coal this year than they did last.

182. FREYMAN: Well! Guess I'd better put in my order! But - how about the price right now?
183. MONTGOMERY: That's another point in your favor. Right now coal is at the lowest price it will reach this year.
184. FREYMAN: Well, thanks, Mr. Montgomery. That's the kind of consumer news I like to get. Any more headlines?
185. MONTGOMERY: Yes, I've asked Nancy here to give you the roundup.
Nancy ---
186. NANCY: And headlines they are. Here's the first one ---
187. VOICE: (ON FILTER)



188. MONTGOMERY: Well, that's about all for today, but we'll be back again next week with some more news for consumers.

189. FREYMAN: Mr. Montgomery - I wish you'd tell us something about textiles. What's really happening to wool clothes? And are we going to be able to get plenty of cotton and rayon dresses this summer? And what's the story on cotton stockings?

190. MONTGOMERY: Well, if you'll hold off those questions till next week, Mrs. Freyman, I'll see that you get the answers.

191. FREYMAN: Okay - but one more question for today. About my copy of the Victory Garden issue of "Consumers' Guide." I just write in to the Consumers' Counsel?

192. MONTGOMERY: That's it - the Consumers' Counsel - Department of Agriculture - Washington, D. C. Just ask for the "Guide" on gardens. But don't forget to tell us your own name and address, and the call letters of your radio station - the one over which you heard this program.

193. FREYMAN: I'll remember.

194. ANNOUNCER: And now - I'd like to repeat those instructions - so you'll all get it straight. Write to the Consumers' Counsel - Department of Agriculture - Washington, D. C. Ask for the "Guide" on gardens - and tell us your own name and address and the call letters of the station to which you are listening.

(MORE)

Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture presented in cooperation with Government agencies working for consumers.

Among the cast of today's program were Whit Vernon and Nell Fleming.

CONSUMER TIME is a public service of NBC and has come to you from Washington.

This is the National Broadcasting Company.

